

In the references that contain multiple favorites or custom lists, there is only one list per user. When there are multiple lists, these are provided to all users. (with the possible exception of restricted channels.)

-) "selecting one of the multiple identified preferences lists by receiving a user choice"

In the references the user chooses either from generally available lists, or a customized list is selected or even configured on the user's behalf

-) "selecting one of the identified preferences lists includes the identified preferences lists for the identified category"

In the references, the user can choose from different categories, but there is no suggestion that a user select from among its own custom lists and categories in a single step.

-) "selecting one of the identified preferences lists includes the identified generic preferences lists"

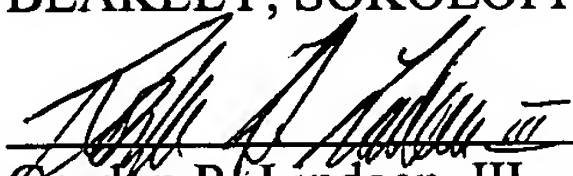
In the references one can select from among generic lists available to all users but this feature is not combined with custom lists.

These are just a few of the unique features recited in the claims of the present application. Applicants submit that the claims submitted herewith are allowable in light of these and the many other unique features.

Respectfully submitted,

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